



Success News

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THE THINK TANK

Large Agency Brainpower in Small Business Concept

Austin, TX - Austin-based T-3 (The Think Tank) has been recognized as Austin's third-largest advertising agencies, and one of the fastest growing, independently-owned agencies in the U.S. The company started in 1989 with three employees and now has over 100 employees.

T-3 president and founder, Gay Warren Gaddis, graduated from The University of Austin with a bachelor of fine arts degree in studio art and completed masters of business administration coursework at Georgia State University. Mrs. Gaddis began her career in Dallas as a writer and designer, as well as director of public relations for Baylor University Medical Center. She returned to Austin and joined the William Lacy Company. The firm was renamed Fellers and Gaddis after Gay became a full partner in 1986. In 1989, Mrs. Gaddis opened Warren/Martin, but later changed the name to T-3 to accurately reflect the agency's "The Think Tank" philosophy.

Mrs. Gaddis' "the think tank" philosophy has proven successful. T-3 manages clients with budgets exceeding \$125 million while providing them with profitable

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results. The agency offers its clients the brainpower and professionalism of a large agency while maintaining small business responsiveness to its clients.

T-3 offices are in three separate historical homes in Austin. The comfortable home settings and surroundings are very important to Mrs. Gaddis and she believes it provides for "...the creative spirit of the business." The three homes were purchased with the assistance of SBA / Cen-Tex Certified Development Company using the 504 Debenture Loan Program. "We were very happy to be accepted for a 504 loan...SBA made it possible and we were very excited to pull it all together." states Mrs. Gaddis.

T-3 is also a non-traditional agency. The agency provides a child care program, T-3 and Under, allowing employees to bring their children under three years of age to work. The family concept has proven to be a win-win program for both T-3 and its employees. The agency has been able to keep many of its employees and hire many others due to this family program.

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The U.S. Small Business Administration (SBA) was created by Congress in 1953 to support and encourage the creation and success of the small businesses. SBA offers a wide range of financial and business assistance and disaster relief services

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